



This Service & Information Manual contains material that is vital to the successful planning, marketing and management of your display in the 2016-Model New Hampshire Auto Show.

Questions concerning any aspect of this year's show should be directed to Motor Trend Auto Shows, LLC. While the show is presented by the New Hampshire Automobile Dealers Association, all show management and production services are the responsibilities of Motor Trend Auto Shows, LLC.

Please note that all exhibitors must provide a certificate of general liability insurance. Insurance policies must provide coverage for all dates from move in through move out. All additional insured information required is listed in the Important Rules and Requirements section of this manual. All insurance policies must be completed correctly. Policies that are not completed correctly will be returned. All exhibit set up contractors must submit a correct and complete policy at least thirty (30) days prior to the first move in day of the show or they will not be permitted to work in the NH Sportsplex.

The most up-to-date exhibitor information, including CAD floor plans (DWG & PDF formats) will be available for download from the internet at www.NHAutoShow.com.

It is important that you review this manual with those individuals or agents having responsibility for your participation in the show. Motor Trend Auto Shows, LLC thanks you for your cooperation and we wish you a most successful 2016-Model New Hampshire Auto Show!

Show Management
Motor Trend Auto Shows, LLC

Directory

SHOW MANAGEMENT

Motor Trend Auto Shows, LLC
831 South Douglas
El Segundo, CA 90245

Contact: Michael Duffy, Dir. of Event Experience
Office: (212) 915-4412
Mobile: (917) 445-4994
mduffy@enthusiastnetwork.com

SHOW FACILITY

NH Sportsplex
68 Technology Drive
Bedford, NH 01331
Phone: (603) 641-1313

PUBLIC RELATIONS

Allied Integrated Marketing
Liz Owens
Phone: (617) 548-5638
lowens@alliedim.com

SECURITY

Securitas Security Services
Phone: (603) 627-0333

HEADQUARTERS HOTEL

Hampton Inn & Suites Manchester-Bedford
8 Hawthorne Drive
Bedford, NH 03110
Phone: (603) 623-2040

RATE: \$99 single/double
Cut-Off Date: 9/20/2015

OTHER HOTELS NEARBY

Courtyard by Marriott
700 Huse Road
Manchester, NH 03103
Phone: (603) 641-4900

SpringHill Suites
975 Perimeter Road
Manchester, NH 03103
Phone: (603) 669-9400

Homewood Suites by Hilton
1000 Perimeter Road
Manchester, NH 03103
Phone: (603) 668-2200

VEHICLE DETAILING

Arranged by NHADA -- Complete & return
the Vehicle Detailing Order along with
Credit Card Authorization included in this
Exhibitor Service manual, pages 13 & 14.

General Show Information

Show Dates & Hours

Friday, October 23 through Sunday, October 25, 2015

Friday..... Noon – 9 p.m.
Saturday 10 a.m. – 9 p.m.
Sunday..... 10 a.m. – 5 p.m.

Show Location

NH Sportsplex
68 Technology Drive
Bedford, NH 01331
(603) 641-1313

Show Management

On-site assistance is available by contacting show management at (917) 445-4994.

Employee Appreciation Days – All Show Days

Dealership employees along with one (1) guest will receive FREE admission to the show by simply showing proof of dealership employment (i.e., paycheck stub, business card or verification letter) along with a valid driver's license or state/federal-issued ID at the Registration Desk. The Registration Desk is located just inside the NH Sportsplex entrance to the show.

Parking

Limited exhibitor parking is available on the grounds of the NH Sportsplex. Free attendee parking is available in nearby lots with free shuttle service to/from the NH Sportsplex. Digital signs will be positioned along roads to direct attendees to the correct parking lot(s).

Move In & Move Out Information

General Service Contractor

East Coast Decorating (ECD) is the show's official general contractor. They are the exclusive provider of all freight handling, equipment rental, and installation & dismantle labor. They also provide furniture rentals. Contact them at info@eastcoastdecorating.com with any questions about these services.

Exhibitors must place orders for the above services online. **For online exhibitor orders, please visit** <https://eastcoastdecorating.boomerecommerce.com/Pages/Security/Login.aspx>.

If you have previously ordered services from ECD (anytime last show season), you simply need to enter the same email and password used last year. You do not need to re-register. If you have forgotten your password, click "forgot password" and a temporary one will be sent to you. You will be prompted to change your password after logging in. If you have not registered with ECD before, follow the prompts after clicking "Click here to Register Now".

Electric

The NH Sportsplex has a total of thirty-seven (37) 20 amp outlets around the perimeter of the field. Please bring your own electrical cords as they will not be provided by Show Management. We suggest putting anything that needs electricity toward the back of your display so the cords will not create a trip hazard. **Cords cannot be taped to the NH Sportsplex flooring surface.**

Exhibit Installation

Freight shipments must arrive on Tuesday, October 20 (8 a.m. – Noon). Installation of electric, displays and/or signage will also take place on Tuesday, October 20, Noon – 6 p.m.; continuing on Wednesday, October 21, 8 a.m. – Noon.

Vehicle Move-In

All exhibits and displays must be set & operational by 8 a.m. on Wednesday, October 21 in order to receive and place show vehicles. Vehicle move-in will take place from 8 a.m. until 5 p.m. on Wednesday, October 21; and, from 8 a.m. until Noon on Thursday, October 22.

Vehicles must have no more than 1/2 (one half) tank of gas or 10 gallons whichever is less in order to enter facility. Guards at the vehicle entrances will check gas level of each vehicle. If you have more than designated amount, your vehicle will be turned away and must burn-off or siphon out surplus gas before being allowed entry. **Both battery cables must be disconnected and taped/bagged using UL approved plastic electrical tape or MTAS supplied battery bags.** Guards at vehicle entrances will give each driver a battery cable bag upon entry.

Vehicle Move-In Schedule: Wednesday, October 21, 2015

8 a.m. – Noon

SPACE	EXHIBITOR
Field A	ALL Powersports
B-8	Open
B-7	Open
B-6	Volvo
B-5	Open
B-3	Jaguar
B-2	Lexus

SPACE	EXHIBITOR
B-1	Acura
M-12	Nissan
M-9	Honda
M-8	Open
M-6	Scion
M-5	FCA Group
M-4	Toyota

Vehicle Move-In Schedule: Wednesday, October 21, 2015 (continued)

12:30 p.m. – 5:00 p.m.

SPACE	EXHIBITOR
M-13	Ford
M-16	Chevrolet
M-17	Hyundai
M-18	Volkswagen
M-21	Mazda

SPACE	EXHIBITOR
M-22	Buick / GMC
M-23	Open
M-24	Open
M-26	Kia

Vehicles in “M” spaces enter the building through the garage door along the fire lane near space M-21.

Vehicle Move-In Schedule – Thursday, October 22, 2015

8 a.m. – 12 Noon

SPACE	EXHIBITOR
C-4	BMW
C-5	Audi / Porsche
C-7	Land Rover

Vehicles in “A”, “B”, or “C” spaces enter the building through the garage door along the rear parking lot near space C-4.

Please be diligent in protecting the NEW astroturf throughout the NH Sportsplex complex. Exhibitors will be held responsible for any damage/specialized cleaning resulting from vehicle detailing overspray or vehicle movement on/across turf.

While positioning vehicles within your display area ONLY turn wheels when vehicle is in motion, DO NOT turn wheels when standing still. This will tear/damage the astroturf.

Building Access During Set Up

To provide complete security for exhibitors and their possessions, it is important that all exhibitors observe the following daily access hours. Your cooperation is appreciated.

Tuesday, October 20	8 a.m. to 5 p.m.*
Wednesday, October 21	8 a.m. to 5 p.m.*
Thursday, October 22	8 a.m. to 2 p.m.

**Please contact show management if additional set up or clean up time is needed. Vehicle detailing staff may work later as needed.*

Move-Out

Move-out will begin at the close of the show on Sunday, October 25 at 5 p.m., and continue until midnight (12:00 a.m.). The entire NH Sportsplex must be cleared by midnight on Sunday, October 25, 2015.

All vehicles must be removed from the NH Sportsplex on Sunday evening by 7:00 p.m. Vehicles may be parked overnight in the NH Sportsplex parking lots if necessary, but must be removed by 10:00 a.m., Monday, October 26.

ALL display properties must be packed & ready for removal from the NH Sportsplex on Sunday, October 25. All outbound carriers must check-in by 5:00 p.m.

Tickets, Exhibitor Access/Admittance Information

Public Admission

Adults (13 & over)	\$8.00	Children (6 and under)	FREE
Seniors (62 & over)	\$6.00	Active Duty Military	FREE (w/active duty ID)
Children (7-12)	\$5.00		

Exhibitor Entrance Procedures

**No passes, badges or exhibitor identification will be mailed in advance of the show.
Move-in and move-out personnel do not need exhibitor badges.**

Salespersons - All salespersons working the show must sign-in and pick up their own entrance credentials at the Registration Desk, inside Building 2, (just inside the main entrance of the NH Sportsplex. A business card and/or photo ID must be presented.

Employees, relatives, neighbors and friends of exhibitors without an admission ticket are not eligible for free admission to the auto show.

NOTE: *No one under the age of 16 years old will be permitted to enter with an exhibitor badge. In accordance with our insurance policy, no children under the age of 16 are permitted in the NH Sportsplex during set-up or tear down.*

All personnel working within your space during the show should wear suitable business attire.
Exhibitors not dressed appropriately will not be admitted.

Vehicle Clean-Up Personnel

Vehicle detailing staff may enter the facility at 8 a.m. each show day.

All porter services/temporary employees and display clean up personnel will be required to provide their vehicle driver's license to gain entrance to the show.

In order to retain our first-class show appearance and also remain within the guidelines set for us by the Association Committee, all clean up personnel must dress appropriately to enter the show. An acceptable professional appearance would include the following: coveralls, company logoed golf shirts or t-shirts, and clean blue jeans or slacks.

Important Rules & Requirements

Aisles for Emergency Purposes

Fire regulations require that all exhibitors leave one foot (1') of space on every public aisle and two feet (2') of space on any border of their exhibit that adjoins another display area. This will allow a four-foot (4') emergency aisle running between each space.

Alcoholic Beverages & Food Items

Alcoholic beverages and/or food may not be brought into the NH Sportsplex.

Vehicle Sales

The auto show is for exhibition only. No vehicle sales may be contracted at the show. Vehicles may not have dealer stickers or any dealer ID whatsoever (including dealer plates, window decals, etc.). Only factory Monroney stickers are permitted. **There are absolutely no exceptions to this rule.**

Fire Regulations

Exhibitors must comply with all federal, state, and local fire codes which apply to places of public assembly, in particular, Chapters 5, 8, and 31 of the Life Safety Code. All curtains, buntings, draping, etc., of any kind must be flameproof. Special care should be taken not to block or obstruct any doors, fire hose or fire extinguisher cabinets, fire pull boxes, or emergency exits within the NH Sportsplex.

Vehicle Requirements

Under no circumstances can display vehicles be placed in front of any fire or public entrance and/or emergency exit doors. Special attention should be given to keeping all public means of ingress & egress free of obstruction by show vehicles. The same holds true for displays, signs, etc.

Battery Cable: All show vehicles must have both battery cables disconnected and taped/bagged using UL approved plastic electrical tape and/or MTAS supplied battery bags.

Gas Tank Level: The gas level cannot exceed ½ tank or 10 gallons—whichever is less. All vehicles will be checked as they enter the Exhibit Hall to make sure the gas level requirement is correct. If the gas level exceeds ½ tank, the vehicle will not be permitted to enter the building.

Gas Cap Requirements: All gas caps must be taped around the edges to inhibit escape of fumes/vapors.

AC/DC Converters: All vehicles must have the security system fuse disconnected to prevent the public from setting off vehicle alarms.

NOTE: *Fire Marshals will conduct vehicle inspections on Thursday afternoon, October 22 (beginning at Noon), and will be on duty throughout all public hours of the entire show conducting constant checks to see that the above display regulations are maintained.*

Vehicle Access & Cleaning - All show vehicles, except factory display models must be unlocked during public show hours. All vehicles must be waxed or wiped daily.

Display Restrictions

The maximum permissible height for displays is twenty-five feet (25') in all halls. If you have any questions regarding display properties, please contact show management.

Placement of exhibits cannot interfere, block or extend into other exhibits. An exhibitor could be required to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors. All exhibits must be free standing as no supporting wires from the ceiling or draped walls will be permitted.

Signs & Banners

All signs must be professionally manufactured and have a finished surface on all edges and sides. Plastic letters, shoe polish and homemade signs may not be used on any vehicles or in any area of your display or booth. Decorations, signs, banners, etc., may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns.

Signs cannot block the view of other exhibitors. In the case of a complaint, the decision on whether a sign remains or must be relocated will be made by show management.

Exhibitor Presentation Restrictions

An exhibitor may not work, sell or distribute literature from any area other than the space rented by the exhibitor. Sales presentations, distribution of literature, and public surveys are strictly forbidden from being conducted in public aisles, other exhibit spaces, or any other public areas of the NH Sportsplex.

All public address systems must be kept to a volume that is not disruptive to your neighboring exhibitors. If show management receives complaints, PA user(s) will be asked to limit use or desist completely.

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the exhibit halls. Any cost incurred by the NH Sportsplex, from the use or removal of these items will be charged to the exhibitor.

Liability

Each exhibitor is entirely responsible for any occurrences within the space allotted him through his contract.

The New Hampshire Automobile Dealers Association and Motor Trend Auto Shows, LLC assume no liability or responsibility for any injury, loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits, personnel and/or materials.

Insurance Requirements

All exhibitors, porter service companies, and outside service companies providing any equipment or services to the 2016-Model New Hampshire Auto Show or its exhibitors must provide a Certificate of Insurance stating coverage while participating in the auto show.

All exhibit houses must include all clients on the certificate of insurance to insure proper coverage.

The exhibitor shall procure, at its sole cost and expense, and shall maintain in force at all times during the term of the auto show contract (including move-in and move-out), policies of insurance as herein below set forth, written by an insurer having a Best's rating of at least "A" and shall deliver to show management evidence of such policies as set forth herein.

These policies shall be endorsed in form acceptable to show management to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to show management, by certified mail, return receipt requested, and state or be endorsed to provide that the coverage afforded under the policies shall apply on a primary and not on an excess or contributing basis with any policies which may be available to show management. Policies written on a "claims-made" basis are not acceptable. At least two weeks prior to the expiration of the policies, evidence of renewal or replacement policies of insurance, with terms and limits no less favorable as the expiring policies, shall be delivered to show management. Deductibles of self-insured retention above \$25,000 will require approval from show management.

1. A Commercial General Liability insurance policy (I.S.O. Form CG 00 01 or equivalent approved by show management) in the Exhibitor's name with New Hampshire Automobile Dealers Association, Motor Trend Auto Shows, LLC; Plex Fitness, LLC, NH Sportsplex, TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates named as additional insured (I.S.O. Form CG 20 10 or equivalent approved by show management) with limits of liability in the amounts of \$2,000,000 Occurrence/ \$2,000,000 Aggregate on a combined single limit basis for injuries to persons (including death), contractual liability and damage to property.

2. Automobile and Truck Liability Insurance Policy in the Exhibitor's name with New Hampshire Automobile Dealers Association, Motor Trend Auto Shows, LLC; Plex Fitness, LLC, NH Sportsplex, TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.

3. Any additional insurance policies Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.

Insurance Requirements (cont.)

4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract. Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by show management within 10 days of the request a copy of such policies, certified by the insurance carrier as being true and complete shall be provided to show management. The Certificate of Insurance must (1) indicate the I.S.O. Form used by the carrier, (2) be signed by an authorized representative of the insurance carrier, (3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage, (4) indicate that New Hampshire Automobile Dealers Association, Motor Trend Auto Shows, LLC, Plex Fitness, LLC, NH Sportsplex, TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates are additional insured on all policies (except Worker's Compensation), (5) reference the auto show name and location on the face of the Certificate and (6) expressly reference the inclusion of all required endorsements. If requested by show management, the Exhibitor must furnish within thirty (30) days of a request, proof that the person signing the Certificate is authorized by the insurance carrier.

If, at any time during the period of this Contract, insurance as required is not in effect, or proof thereof is not provided to show management, show management shall have the options to: (1) direct the Exhibitor to suspend work with no additional cost or extension of time due on account thereof, (2) obtain the required insurance at Exhibitor's expense providing show management with coverage immediately, or (3) treat such failure as an event of default.

The Contractor shall immediately file with show management, 831 South Douglas, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against show management. Show management and/or the official show general contractor may request verification of this policy during move in of the auto show before any services or equipment may be provided.

The certificate holder is Motor Trend Auto Shows, LLC, 831 South Douglas, El Segundo, CA 90245.

All policies must provide coverage from the first move-in date, October 20 to the last move-out date, October 26. All exhibitors must submit a correct & complete policy at least thirty (30) days prior to the first move in day of the show or they may not be permitted to participate in the show.

Please forward the certificate of insurance to: aofiesh@enthusiastnetwork.com. This Certificate of Insurance must be received by Motor Trend Auto Shows, LLC, no later than Monday, September 21.

Show Services Information

Exhibitor Services Provided in Vehicle Space Rental Charge

The following items and services are included in the space rental charge:

- Daily emptying of all exhibit area waste containers

Exhibitors may bring their own tables, chairs, desks, and waste cans. Each exhibitor is responsible for hiring any labor, and for the rental charges & payment of labor, tables, chairs, desks, waste cans or any other rented items used within their display. Cleaning of display properties and vehicles is the responsibility of the exhibitor.

Security

Show management will provide 24-hour guard service on the show floor, beginning Tuesday, October 20 at 8 a.m. and concluding Sunday, October 25 at 10 p.m. This service is for the overall safety and security of the show and its participants. If your display contains something of particular value, it is recommended that you secure it overnight.

NOTE: *The New Hampshire Automobile Dealers Association and Motor Trend Auto Shows, LLC cannot be held responsible for the theft of items missing from exhibitor areas.*

General Contractor Information

East Coast Decorating (ECD) is the show's official general contractor. They are the exclusive provider of all freight handling, equipment rental, and installation & dismantle labor. They also provide furniture rentals. Contact them at info@eastcoastdecorating.com with any questions about these services.

Exhibitors must place orders for the above services online. **For online exhibitor orders, please visit** <https://eastcoastdecorating.boomerecommerce.com/Pages/Security/Login.aspx>.

If you have previously ordered services from ECD (anytime last show season), you simply need to enter the same email and password used last year. You do not need to re-register. If you have forgotten your password, click "forgot password" and a temporary one will be sent to you. You will be prompted to change your password after logging in. If you have not registered with ECD before, follow the prompts after clicking "Click here to Register Now".

For logistical questions or for further assistance: Michael Duffy, Director of Event Experience, Motor Trend Auto Shows, LLC; (212) 915-4412; mduffy@enthusiastnetwork.com

General Contractor Information (cont.)

SHIPMENTS:

All shipments must be prepaid and are to be addressed as follows:

SHIPPING:

*(Shipments must arrive on
October 20, 2015)*

(Name of Manufacturer)
NH Auto Show
c/o Motor Trend Auto Shows
68 Technology Dr.
Bedford, NH 03110

Show Advertising & Publicity

Advertising

Extensive print, radio and television advertising will be used to target the southern New Hampshire & New England market. Advertising will begin the week prior to the opening of the show and continue through the close of the show.

We are contacting all major radio, television and newspaper representatives to seek their support, sponsorship, and extensive PR coverage of this year's exciting event.

Publicity

Auto show press kits, pre-show releases, and all publicity will be prepared and coordinated by the Motor Trend Auto Shows' public relations team. Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify Michael Duffy at MDuffy@enthusiastnetwork.com to ensure that it is included in the overall show publicity campaign(s).



VEHICLE DETAILING ORDER FORM

NEW HAMPSHIRE AUTO SHOW: October 23 – 25, 2015

Order Deadline: October 12, 2015

Exhibitor _____ Space # _____
 Address _____
 City _____ State _____ Zip _____ Phone # _____
 Authorized by _____ Title _____
 Print Name _____ Signature _____

VEHICLE DETAILING

Auto detailing services are provided by trained personnel using industry-standard cleaning products & materials. **Labor includes: initial vehicle detailing before show opening (interior & exterior + wheels), daily vacuuming of interior, and hourly wipe-down & upkeep of vehicles throughout show days/hours.**

DETAILING

\$200.00 per vehicle
 (one-time charge)

DETAILING	<u>#of Vehicles</u>		<u>Rate</u>		<u>Total</u>
Thursday 10/23 - Sunday, 10/26	_____	X	\$200	=	_____
= TOTAL DUE \$ _____					

Complete this form and return to MOTOR TREND AUTO SHOWS, LLC by OCTOBER 12, 2015.
 Send form to: Tina Cline, tccline@enthusiastnetwork.com

Complete & Return Credit Card Authorization Form, page 14.

CREDIT CARD AUTHORIZATION — SERVICES

Email to:
EventPayments@EnthusiastNetwork.com (Secure Email)

Fax to:
800-516-4607 (Secure E-fax)



OCTOBER 23-25, 2015

NH SPORTSPLEX
BEDFORD, NEW HAMPSHIRE

SUMMARY OF SERVICES ORDERED

Vehicle Detailing.....\$ _____

ORDER DEADLINE: October 12, 2015 **Total \$** _____
U.S. Funds Only

I authorize:

☐ **50% deposit of \$** _____
to be charged to my credit
card immediately.

☐ **Full payment of \$** _____
**Full payment is required
for orders received after
October 12, 2015.** I understand
that any on-site adjustment to
billing (for more/fewer vehicles
cleaned) will be automatically
charged/credited to my credit card
by October 30, 2015.

Card Type: ☐ MasterCard ☐ Visa ☐ American Express

Card Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiration Date:

--	--	--	--

3- or 4-Digit Security Code

--	--	--	--

Company Name _____

Full Name on Card _____

Card Holder's Phone Number _____

I, hereby, authorize Motor Trend Auto Shows to charge this card as shown
above. In case the charge cannot be made on this card, I declare myself person-
ally and jointly bound with the company, which I represent, towards the credit
card company for the payment of the debt and all costs in such collection.

I certify that I am expressly empowered and authorized, on behalf of the
company, to represent and bind it, purchase, and incur debt.

Signature _____

Date _____

FOR INTERNAL USE ONLY

Authorization Code _____

Account Number _____

Completed By _____